

HISTORY

This Is National Library Week - An Excellent Time To Join "The Friends Of The Round Rock Public Library"

Mayor Ottewill and Mrs. Cole urge people of this trade area to join "The Friends of the Round Rock Public Library" during National Library Week, April 21-27. Mrs. Cole is showing one of the Library Week posters made by Girl Scout Troop 384. Other posters may be seen in Round Rock stores. VISIT your public library during National Library Week.

PUBLIC LIBRARY

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RRPL FY 2012

- \$2,352,039 -- Adopted budget
- 1,380,810 -- Check outs
- 320,130 -- Customer visits
- 90,296 -- Computer sessions
- 53,456 -- Questions answered
- 34,482 -- Program attendees
- 43,000 sq. ft., one location, two-story building
- 30.50 -- Staff FTE

SERVICES

Teen
Book Club

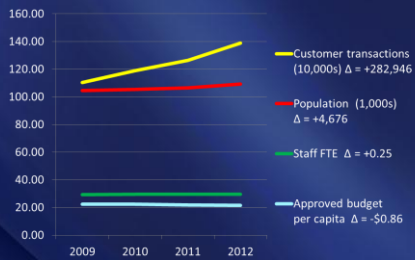
Art Gallery

Summer
Reading
Program

And more!



STATISTICS FY2009 - FY2012



MASTER PLANNING GOALS

- Increase service coverage of City
- Improve customer satisfaction
- Optimize mix of services
- Operate more efficiently



2012 - 2013

- Toured Library & City
- Met City Administration
- Met with Key Department Heads
- Library Staff Interviews
- Observed Public Usage of the Library
- User & Non-User Surveys
- Focus Group Discussions
- Stakeholder Interviews
- Compared RRPL with Peers
- Assessed RRPL vs. Texas Public Library & Modern Library Standards



IN-LIBRARY SURVEY

- Number of Respondents – 169
- Most Often Used – Weekly (43.3%)
- Library Benefits Compared to Other City Services – Top of List (67.3%)
- Importance of Library Services – Very Important (92.9%)
- Favor Tax Increase for Improved Services/Facilities –
 - Depends (40.5%)
 - Yes (39.9%)
 - No (13.1%)



ONLINE SURVEY

- Number of Respondents – 399
- Most Often Used – Monthly (35.0%)
- Library Benefits Compared to Other Services – Top of List (60.4%)
- Importance of Library Services – Very Important (86.3%)
- Favor Tax Increase for Improved Services/Facilities –
 - Depends (44.7%)
 - Yes (44.2%)
 - No (6.6%)



TELEPHONE SURVEY Non-Users

- Number of Respondents – 401
- Confidence Interval – 95%
- % Cell Phone Respondents – 25%
- % Spanish-Speaking Respondents – 28%



DO NOT USE THE LIBRARY

- Have a Computer at Home or Work – 87%
- Purchase Their Own Books, DVDs, etc. – 75%
- Did Not Have the Time – 45%
- Not Interested – 33%
- Lacked Adequate Information About Library Services – 24%
- Inconvenient Parking – 16%
- Used Another Library – 14%



PERCEIVED BARRIERS

- Location
- Interstate 35
- Non-Resident Fee
- Lack of Awareness of Library Services
- Lack of Convenient Parking



What is good about RRPL?



What improvements would you make?



SURVEY SAYS....

Top 5 Ranked Services

1. Lifelong Learning Center
2. Early Child Literacy
3. Stimulate Imagination
4. Adult & Teen Literacy
5. Computer & Information Literacy



MAKERSPACE



RRPL vs. Texas Public Library Standards

RRPL Does Not Meet Basic Standards for:

- Having a Library Board (5) or Publishing an Annual Report
- Adequate Library Space or Adequate Parking
- Starting Librarian Minimum Salary
- Evaluation of Policies/Procedures & Their Effect on the Public & Public Relations



Comparisons with Texas Peer Communities

7 Cities + Round Rock		
		Peer
Per Capita Metric	RRPL	Average
Library Square Feet	0.39	0.58
Collections	1.77	1.81
Total Contacts	11.55	13.18
Total Expenditures	\$20.85	\$27.34
Total FTE Personnel	29.50	38.28
2011 Service Population	110,487	110,594
Peer Communities:		
Allen, Carrollton, Denton, Frisco, Lewisville, Richardson, Sugar Land		



MCALLEN PUBLIC LIBRARY



<http://www.mcallenlibrary.net/about/newmain.aspx>



FUTURE FACILITY SCENARIOS



Branch Library and Community Center, Arizona

2023 Projected service population of 142,833

Options for 80,000 SF

- Single Facility
- Main & Branches
- Joint Use Facility
- Bookmobile



FACILITY OPTIONS NEW MAIN

- Option A1
Single story building of 59,734 SF with estimate cost of \$19.8M
- Option A2
Two-story building of 63,468 SF with estimate cost of \$20.5M



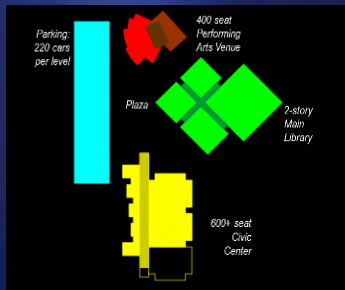
RENOVATE CURRENT BUILDING

Option B14.1

Renovate existing building 14,290 SF with estimate cost of \$2.2M



POTENTIAL PARTNERSHIPS



SUMMARY OF RECOMMENDATIONS

New Main Library

- 59,734 SF
- \$19,848,414 total cost

Downtown Branch

- 14,290 SF
- \$2,242,101 total cost

10,000 SF Branch

- \$3,322,800

Bookmobile

- \$225,000

Total: \$25,638,315



Anythink Wright Farms Library, Colorado



OPERATIONS & MAINTENANCE



Poplar Creek, Illinois

New Main Library

- \$2,330,699

Downtown Branch

- \$473,928

10,000 SF Branch

- \$299,800

Bookmobile

- \$90,000



THANK YOU!

